



# Staff Development Centre

Union Complex, University of Jaffna

Website: [www.unit.jfn.ac.lk/sdc](http://www.unit.jfn.ac.lk/sdc)

E-mail: [sdcc@jfn.ac.lk](mailto:sdcc@jfn.ac.lk)

Phone(Office): 021 2225924

## Announcement

### Workshop on Strategic Planning and Management for Universities

- Objectives**
- To impart knowledge and generate awareness of the significance of strategic management so that staff could contribute optimally to the achievement of vision and mission of the University

- Resource Persons**
- Prof. Harischnadra Abeygunawardena**, Former VC / UoP and Former Member/UGC
  - Dr.BMK Perera**, Former Director / Career Guidance Unit - UoP

- Contents**
- Part I** - Principles, Steps and Logical Sequence of Strategic Planning for Universities- by Prof.H.A
  - Part II**-Tools and Techniques: Situation analysis and SER preparation, SWOT, PESTEL, GAP, Root-cause analysis, force-field analysis, Porters's Five Forces Analysis, etc)–by Dr.BMK

- Target group**
- Academic and Executive Staff

- Intended Learning Outcomes**
- At the completion of the programme, participants should have/ be able to;
    - ✓ greater understanding on the phases of strategic management – strategic analysis, strategic thinking and making strategic choices, formulation of strategies and action plans, and implementation and monitoring,
    - ✓ undertake situational analysis using appropriate tools-PEST (political, economical, social and technological), SWOT, GAP, Porter's 5-Forces Analysis, RCA (root cause analysis), FFA ( force field analysis),etc., and
    - ✓ prepare the Strategic Development Policy Framework (SDPF) for the University and Activity plans based on SDPF for Faculties/Divisions/Centers/Units.

- Method of registration**
- Please register for this workshop by filling the online form at [http://www.unit.jfn.ac.lk/sdc/?page\\_id=20](http://www.unit.jfn.ac.lk/sdc/?page_id=20) **on or before 04.08.2017.**

- Date & Time:**
- 05.08.2017(Saturday), 08:30 – 16:00**

- Venue**
- Mini-Auditorium, Department of Physics (2<sup>nd</sup> floor)**
  - (Above the office of the Dean/Science)

**Director/SDC**